



Reg. No. :

Name :

Fourth Semester B.B.A. Degree Examination, July 2018
Career Related First Degree Programme Under CBCSS
Group 2(b)
Elective Course Stream II : Marketing Management
BM 1461.2 : ADVERTISING AND SALES PROMOTION
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Define the following terms in **one** or **two** sentences **each**. **Each** carries 1 mark.

1. What is broadcast media ?
 2. What is a slogan ?
 3. What is advertising ?
 4. Define DAGMAR approach.
 5. What is advertising copy ?
 6. Define brand image.
 7. Define Media Strategy.
 8. Define Sales Promotion.
 9. What is Rack display ?
 10. What is trade shows ?
- (10×1=10 Marks)

SECTION – B

Answer **any eight** questions in **not** exceeding **one** paragraph. **Each** question carries **2** marks.

11. What is communication mix ?
12. What is the importance of Sales Displays ?
13. What is campaign planning ?
14. What are the various media vehicles used under advertisement ?
15. What is advertising copy ? How is it written ?
16. What do you understand by Ad agency ?



17. What are the different types of advertising ?
18. What is advertising Ethics ?
19. What is creativity in advertising ?
20. What are advertising appeals ?
21. What do you understand by industrial advertising ?
22. What are the functions of advertising ?

(8×2=16 Marks)

SECTION - C

Answer **any six** questions in **not exceeding one page each**. Each question carries 4 marks.

23. Explain the functions of advertising.
24. Discuss the important factors that attract the attention of audience.
25. What factors would you consider to decide the target audience of your Ad ?
26. Discuss the social aspects of advertising. Give examples.
27. Discuss the role of advertising in the marketing mix.
28. How is media selected ? How cost efficiency is a determinant in media selection ?
29. Discuss the requisites of an effective layout.
30. Write a note on different types of media available to advertisers.
31. Define how sales promotion effects sales. Illustrate with an example.

(6×4=24 Marks)

SECTION - D

Answer **any two** questions in **not exceeding four pages each**. Each question carries 15 marks.

32. Explain various factors that influence sales promotion growth.
33. Explain the problems or risk involved in sales promotion.
34. What are the various ways to measure the effectiveness of an advertising campaign ?
35. What are the various media available for advertising today ? Which of them is most successful in your opinion and why ?

(2×15=30 Marks)